

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFAVGAR 9-2343

january							july						
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january							march						
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february							april						
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8 EAST 77th STREET  
NEW YORK 21, N.Y.

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, NOVEMBER 10, 1955</u>			
Thursday Nov. 10 9:00 A.M.- 12:00 Noon	PRESS PREVIEW: HOME FURNISHINGS TEXTILES Isabel Scott will preview the "'56 Collection" of decorative drapery and upholstery materials, including hand-woven Irish woolens and blinds. By invitation only. Contact: FL. 3-7418.	ISABEL SCOTT FABRICS CORP.	515 MADISON AVENUE
Thursday Nov. 10 9:30 A.M. Coffee	PRESS PREVIEW OF BOUTIQUE GIFT ITEMS Ohrbach's will preview their imported and domestic boutique gift items, including accessories and apparel. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BOUTIQUE OVAL ROOM
Thursday Nov. 10- Nov. 11 9:30 A.M. All Day	FIFTY-SIXTH FASHION MERCHANDISING CLINIC Amos Parrish will present the 56th Fashion Merchandising, Promotion and Selling Clinic for Spring and Summer 1956. Department and specialty store executives, by reservation; contact: Harry McManus, LO. 4-5600.	AMOS PARRISH & CO., INC. HOTEL SHERATON-ASTOR (500 FIFTH AVENUE)	GRAND BALLROOM
Thursday Nov. 10 10:30 A.M.	OPENING OF SPRING COLLECTION Sylvan Rich will present his Spring collection daily at 10:30 A.M. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Nov. 10 12:30 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Fontayne will present custom originals during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fontayne contact: LE. 5-5445. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FONTAYNE (44 EAST 65TH ST.)	HOTEL PLAZA PERSIAN ROOM

### SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>THURSDAY, NOV. 10</u>	
William Fox, Inc.	1:00 P.M.
Frank Starr, Inc.	1:15 P.M.
David Levine Co.	2:00 P.M.
Paul Parnes Corp.	2:30 P.M.
Samuel Winston, Inc.	4:00 P.M.
<u>FRIDAY, NOV. 11</u>	
Ed Gerrick, Inc.	2:30 P.M.
<u>TUESDAY, NOV. 15</u>	
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.
Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.
Suzanne-Augustine, Inc.	By appointment

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 10 2:30 P.M.	PREVIEW OF SPRING COLLECTION Branell Spring collection will be shown daily at 2:30 P.M. Contact: PE. 6-6983. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Nov. 10 4:00 P.M.- 7:00 P.M.	PRESS SHOWING OF ENLARGED SHOWROOM Cocktail party at Jens Risom's enlarged showroom. By invitation only. Publicity: Richard Dillon, Jr., CH. 3-6112.	JENS RISOM DESIGN, INC.	49 EAST 53RD STREET SHOWROOM - 8TH FLOOR
Thursday Nov. 10 4:30 P.M.- 6:30 P.M. Champagne	OPEN HOUSE BY BRIDAL MAGAZINE "Bride-To-Be" Magazine will have an open house celebration in their new offices, with informal preview of Spring bridal fashions. By invitation only. Contact: Frances Freedgood, Fashion Merchandise Editor, PL.1-2950.	"BRIDE-TO-BE" MAGAZINE (CURTIS PUBLICATION)	460 PARK AVE.(57 ST.) 20TH FLOOR
Thursday Nov. 10 7:00 P.M. Cocktails- Dinner	PREVIEW OF SILK FASHIONS FOR SPRING Presentation of silk fashions for Cruise and Spring by leading designers and manufacturers at dinner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL AMBASSADOR TRIANON & BALLROOM
Nov. 11	VETERANS' DAY (Friday).		
Friday Nov. 11 11:30 A.M.	SHOWING OF SPRING COLLECTIONS <u>Rappi</u> of Junior Formals at 11:30 and 4:00; <u>Will Saunders</u> of Arkay Junior Frocks at 2:00 P.M.; <u>Anne Fogarty</u> of Margot, Inc. at 3:00 P.M. Contact: Mrs. Bonnie Slover, LO. 5-2626.	JUNIOR FORMALS: ARKAY; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday Nov. 11 2:30 P.M.; 5:00 P.M.	PREVIEW OF SPRING MILLINERY COLLECTION John Frederics "Vintage" collection of Spring millinery will be presented to the press at 2:30 P.M.; and to buyers at 5:00 P.M. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Friday Nov. 11 2:30 P.M.	SPRING JUNIOR DRESS COLLECTION Hayette Juniors will present their Spring dress collection at 2:30 P.M. daily, designed by Joan LeWine. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE JUNIORS	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Nov. 11	PREVIEW OF SPRING COLLECTION BY JACK HORWITZ ASSOCIATES, ORIGINALLY SCHEDULED FOR 3:00 P.M., HAS BEEN CANCELLED.		
Friday Nov. 11 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 11: John Frederics. Nov. 18: Herma G. Dec. 2: Cesar Rubio. Dec. 9: John Frederics. Dec. 16: William J. Press by invitation. Public by reservation; contact: "Reverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday Nov. 12 12:00 Noon	ANNUAL CHRISTMAS DOLL SHOW Little girls will model dresses and fashions for dolls. Open to public. Contact: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	8TH FLOOR TOY DEPARTMENT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 12-	THE MIAMI FASHION COUNCIL'S NEW YORK MARKET WEEK AT THE HOTEL NEW YORKER.		
Nov. 17	Contact: Grace McElligott, LO. 3-1000.		
<u>WEEK BEGINNING SUNDAY, NOVEMBER 13, 1955</u>			
Sunday	NATIONAL PRESS WEEK	CALIFORNIA FASHION	LOS ANGELES,
Nov. 13-	IN LOS ANGELES	CREATORS	CALIFORNIA
Nov. 19	Women's fashion editors will attend National Press Week in Los Angeles. By invitation only. Contact: William Maxfield, Exec. Dir., California Fashion Creators, 740 So. Broadway, Los Angeles.		
Monday	PRESS PREVIEW OF	FRANKLIN SIMON	3RD FLOOR
Nov. 14	FASHIONS FROM FLORIDA		TUREEN TERRACE
9:30 A.M.	Franklin Simon will present the Miami Fashion Council's "Festival of Fashions" to the press at 9:30 A.M. By invitation. <u>Public showings</u> , Wed., Nov. 16 at 12:00 Noon and 3:00 P.M., Fourth Floor. <u>On Monday, Nov. 14 at 8:30 P.M.</u> , these fashions will be presented aboard Eastern Airlines' Golden Falcon during an evening flight over New York City. By invitation. Miami Fashion Council Contact: Grace McElligott, LO. 3-1000. Franklin Simon Publicity: Harriet Miller, WI. 7-9600.		
Monday	"VERSATILITY IN DESIGN"	HESS BROTHERS	WAUDORF-ASTORIA
Nov. 14	CONTEST WINNERS	(ALLENTOWN, PA.)	STARLIGHT ROOF
12:00 Noon-	Winners in 52 different fields of manufacturing will be awarded special		
4:00 P.M.	plaques. Contact: Bert Nevins, 152 W. 42nd Street, WI. 7-9715.		
Monday	IMPORTS AND CUSTOM	VALIA'S BOUTIQUE	HOTEL PLAZA
Nov. 14	ORIGINALS AT LUNCHEON	(72 EAST 56TH ST.)	PERSIAN ROOM
12:30 P.M.	Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176.		
Luncheon	Valia Contact: PL. 8-2755. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		
Monday	OPENING OF	ADELE SIMPSON, INC.	530 SEVENTH AVENUE
Nov. 14	SPRING COLLECTION		SHOWROOM - 23RD FLOOR
5:30 P.M.	The Adele Simpson Spring collection on Nov. 14, 15, 16, 17, 21, 22 at 5:30 P.M. Complete Resort and Spring at 10:00 A.M., Nov. 15, 16, 17, 22. By invitation and appointment only. Contact: Nancy Hambly, LA. 4-7626.		
Monday	FIFTEENTH FASHION	THE FASHION GROUP, INC.	COMMUNITY BUILDING
Nov. 14	TRAINING COURSE	(9 ROCKEFELLER PLAZA)	40 EAST 35TH STREET
6:30 P.M.-	Eighth session: "Advertising". Speakers: Florence W. Goldin, Grey		
8:30 P.M.	Advertising; Alieda Van Wesep, Lord & Taylor. Price: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.		
Monday	OPENING: METROPOLITAN	METROPOLITAN OPERA	MET. OPERA HOUSE
Nov. 14	OPERA'S 71ST SEASON	ASSOCIATION, INC.	B'WAY & 39TH STREET
8:30 P.M.	Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.		
Tuesday	SPRING COUTURE AND	JANE DERBY, INC.	785 FIFTH AVENUE
Nov. 15	BOUTIQUE COLLECTIONS		SHOWROOM - 5TH FLOOR
10:30 A.M.	Jane Derby's Spring couture and boutique fashions will be presented on Nov. 15, 16, 18, 22, 24 at 10:30 A.M. By invitation. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.		

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Tuesday Nov. 15 12:00 Noon Luncheon	FASHIONS FROM FEBRUARY ISSUE Second annual "Heart of Fashion" show featuring clothes and accessories from their February 1956 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADEMOISELLE MAGAZINE	HOTEL SHERATON-ASTOR GRAND BALLROOM
Beginning Tuesday Nov. 15 12:00 Noon	OPENING OF SPRING COLLECTION Showing of Mollie Parnis' Spring collection at 12:00 Noon daily. By reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Nov. 15 12:15 P.M. Cocktails- Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Beginning Tuesday Nov. 15 1:00 P.M.	OPENING OF SPRING COLLECTION Spring afternoon dresses, costumes and cocktail gowns, designed by Elgee Bove, at 1:00 P.M. daily. Publicity: Ken R. Williams, JU. 6-8217.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Nov. 15 2:30 P.M.	SPRING COLLECTION BY CEIL CHAPMAN Ceil Chapman will present her Spring collection at 2:30 P.M. daily. By invitation. Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Nov. 15 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Maurice Rentner's Spring collection of suits, dresses and evening fashions. Thereafter: Nov. 16 - 10:30 and 2:30; Nov. 17 & 21 - 2:30 and Nov. 22 - 10:30. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Nov. 15 5:00 P.M. Reception	SEVENTEEN MAGAZINE'S DOLL CONTEST WINNERS The U.S. Committee for U.N.I.C.E.F. will honor the three top winners in the 1955 Christmas Doll Contest, for "Save the Children Federation." By invitation only. Publicity: Jean Baer at Seventeen, PL. 9-8100.	U.S. COMMITTEE FOR U.N.I.C.E.F.	UNITED NATIONS DELEGATES DINING ROOM
Tuesday Nov. 15 5:15 P.M.- 7:00 P.M. Swiss Buffet	SPRING FASHIONS IN SWISS FABRICS Presentation of Spring and advanced Summer fashions made from Swiss couture cotton fabrics imported from Switzerland. Created by over 30 leading designers and manufacturers. <u>Showing promptly at 5:45 P.M.</u> For press and retailers, by ticket only. Contact: Swiss Fabric Group, OX. 7-0020.	SWISS FABRIC GROUP, INC.	HOTEL PLAZA (110 EAST 42ND STREET) TERRACE ROOM
Tuesday Nov. 15 6:00 P.M.- 7:00 P.M. Cocktails	SILK FASHIONS BY LEADING DESIGNERS First in regular Tuesday cocktail shows at the Rainbow Room with a presentation of fashions in silk. Int'l Silk Publicity: Eleanor Lambert, MU. 8-2130. Fashion Director: Nola Luxford, CI. 6-5800, Ext. 94. (For Reservations, Ext. 92).	INTERNATIONAL SILK ASS'N, U.S.A.	RAINBOW ROOM 30 ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 16 12:30 P.M. Luncheon	FASHIONS IN STEHLI FABRICS AT LUNCHEON "A Garland of Fashions"--Best will present Holiday and Cruise fashions by leading designers in Stehli fabrics. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Stehli--Anita Pine, WI. 7-3000; Best--Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 16 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOWING Arnold Constable will present dressy fashions for Holiday wear. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 16 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Pauline Trigere's Spring collection at 2:30 P.M. on Nov. 16, 17, 22 at 2:30 P.M. and Nov. 18 at 10:30 A.M. By reservation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Nov. 16 4:00 P.M.- 6:00 P.M.	NATIONAL JUNIOR DRESSMAKING CONTEST Awarding of prizes to eight national winners of the Singer annual junior dressmaking contest. By invitation. Publ.: Anne Cunningham, MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL AMBASSADOR BALLROOM
Wednesday Nov. 16 4:30 P.M. Cocktails	PREVIEW: HOLIDAY FASHIONS BY MADELEINE FAUTH Jay Thorpe will present a press showing of Madeleine Fauth's Holiday "Clothes for You" at the showroom. By invitation only. For customers, Nov. 18, 2:30-5:00 P.M., on Jay Thorpe's 2nd floor. Contact: Isabelle Crawford, BR. 9-7700. Jay Thorpe Contact: JU. 6-1000.	JAY THORPE & "CLOTHES FOR YOU"	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Nov. 17 9:30 A.M.; 3:30 P.M.	PREVIEW SHOWING OF GIRLS' SPRING LINGERIE Coffee and show (9:30 A.M.) for press. Tea and show (3:30 P.M.) for buyers. By invitation. Contact: Rona Monell, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM - MAIN FLOOR
Thursday Nov. 17 9:30 A.M. Breakfast	PRESS PREVIEW OF "INSEPARABLES" Macy's will preview Holiday "Inseparables"--misses, junior and "Little Shop." By invitation only. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Nov. 17 11:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Spring collection of afternoon dresses, suits and costumes, designed by Betty Carol. By invitation only. Continuous trade showings. Contact: CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Nov. 17 12:30 P.M. Luncheon	LEATHER FASHIONS BY SAMUEL ROBERT Leather and suede fashions for Resort and Spring by Samuel Robert will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Samuel Robert Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 17 2:30 P.M.	PRESS PREVIEW OF CHRISTMAS BOUTIQUE Lilly Dache will preview her Christmas boutique gifts. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET MAIN FLOOR
Thursday Nov. 17 5:30 P.M.- 7:00 P.M.	SHOWING OF HOLIDAY FASHIONS "Party Time"--showing of gala fashions for the holiday season. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
Monday Nov. 21 12:30 P.M. Luncheon	1956 CRUISE COTTONS BY AMERICAN DESIGNERS "Fashion Show of the Month"--Hope Skillman Cruise cottons by leading American designers. Press by invitation. Public by reservation: contact: Banquet Dept., PL. 5-1000. Hope Skillman contact: Marti Hopf, CH. 4-8109. Produced by Mary Alice Rice, CI. 6-1790.	HOPE SKILLMAN (1407 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Monday Nov. 21 2:30 P.M.	FASHIONS BY SUZY PERETTE Russeks will present party dresses for North or South by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday Nov. 22 11:30 A.M.	PRESS PREVIEW OF CHRISTMAS BAZAAR Preview of Christmas gifts and accessories. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Nov. 22 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "International Whirl"--eighth annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. "One World of Fashion" --costumes from "other times, other places." Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Nov. 23	NO LUNCHEON FASHION SHOW SCHEDULED AT THE HOTEL PIERRE BECAUSE OF THE THANKSGIVING DAY HOLIDAY.		
Nov. 24	THANKSGIVING DAY (Thursday).		
Thursday Nov. 24 9:45 A.M.	20 <sup>th</sup> TWENTY-NINTH ANNUAL THANKSGIVING DAY PARADE Theme: "A Child's Life--For the Joy of Children Everywhere". Santa Claus will arrive with Macy's 29th Annual Thanksgiving Day Parade, which will start at 9:45 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway through Times Square to 34th Street, turning West and arriving at the reviewing stand in front of Macy's from 11:00 A.M. to 12:00 Noon. There will be 4 mammoth balloons; 10 floats, depicting fairy tales and modern characters; 10/12 championship bands; and over 50 comedy groups, live circus animals and thousands of costume marchers and clowns. MC: Danny Kaye; also, Pinky Lee, Hopalong Cassidy; Rin Tin Tin, Buster Crabbe. Publicity: Barbara Gray or Jim Gershman, CH. 4-2000.	MACY'S NEW YORK	FROM 77TH STREET & CENTRAL PARK WEST

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Nov. 26 8:30 P.M. Dinner- Dance	MEN'S, WOMEN'S FASHIONS IN SILK, COTTON, WOOL Importers of fine Italian fabrics - Roman Smucer Woolen Co., Republic Commercial Corp., Pomezia Textiles, Inc. and Vanetta Velvet Corp. - will exhibit new fabrics. Fashions by leading manufacturers. Press by invitation. Price: \$17.50; contact: Arthur DeSantis, CA. 6-8215. Publicity and Production: Barkann & Platt, PL. 5-8252.	CHAMBER OF COMMERCE FOR TRADE WITH ITALY	HOTEL ROOSEVELT GRAND BALLROOM
Sunday Nov. 27- Dec. 1	SPRING AND SUMMER SHOE FASHIONS Industry showing of 1956 popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8704.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN
Wednesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING "Spring Is a Point of View"--Speaker: Harriet Wilinsky, of Filene's, Boston. Commentator: Bettina Ballard, Fashion Consultant. Co-Chmn.: Adelia B. Ellis, Forstmann; Alice Burrows, T. Eaton & Co. Prices: \$7.00 for members; \$8.50 for guests (one guest to a member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Nov. 30 12:30 P.M. Luncheon	"HOLIDAY PREVIEW" AT LUNCHEON SHOW Daytime and evening fashions for Holiday season by Pierre Balmain of N.Y., Ceil Chapman, Elfreda, Frank Gallant, Hannah Troy. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DESIGNERS AND MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Saturday Dec. 3 11:30 A.M.	SHOWING OF HOLIDAY FASHIONS Showing of Jonathan Logan's Holiday collection. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR CENTRAL
Monday Dec. 5- Dec. 9	CORSET & BRASSIERE SPRING MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Council, 200 Madison Ave., LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday Dec. 5 4:30 P.M. Cocktails	PRESS PREVIEW: WINTER VACATION FASHIONS Preview of fashions for Northern or Southern Winter travel, including furs. By invitation only. Customer showing Thurs., Dec. 8, 5:30-7:00 P.M. on Third Floor. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
Wednesday Dec. 7 12:30 P.M. Luncheon	MEN'S AND WOMEN'S FASHIONS AT LUNCHEON Men's fashions from John David and Hickey-Freeman; and women's fashions from Jay Thorpe at a luncheon show. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN DAVID; HICKEY- FREEMAN; JAY THORPE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Dec. 10-	DISPLAY MARKET WEEK IN NEW YORK	NATIONAL ASS'N OF DISPLAY INDUSTRIES	500 EIGHTH AVENUE N.Y. TRADE SHOW BLDG.
Dec. 14	Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Ave., Chicago 1, Illinois.		
Monday Dec. 12 7:00 P.M. Dinner	DINNER TO HONOR "KEY WOMEN OF THE YEAR" Fund raising dinner by the Fashion Division of the Federation of Jewish Philanthropies of N.Y. to honor "Key Women of the Year". Co-Chmn: Nettie Rosenstein and Tobe. Price: \$7.50. Contact: Mrs. Tillie P. Jacobsen, PL. 1-1000, Ext. 350.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	HOTEL PLAZA BALLROOM
Wednesday Dec. 14 9:30 A.M. Breakfast	PREVIEW: ADVANCE SPRING MILLINERY Gardner Hats will invite the press to preview their intermediate and advance Spring millinery collection. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	GARDNER HATS (1 WEST 39TH ST.)	1407 CLUB 1407 BROADWAY
Thursday Dec. 15 9:30 A.M. Breakfast	PRESS PREVIEW OF RESORT FASHIONS Peck & Peck will present Resort fashions to the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	PECK & PECK	260 4TH AVE. (21 ST.) 6TH FLOOR
Dec. 25	CHRISTMAS DAY (Sunday).		
Wednesday Dec. 28 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Preview of Mme. Oro's Spring bridal fashions for the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	JAY THORPE	5TH FLOOR
Jan. 1	NEW YEAR'S DAY (Sunday).		
Monday Jan. 9- Jan. 12	FORTY-FIFTH ANNUAL CONVENTION Theme: "Tomorrow's Opportunity - Today's Challenge"--35-session conference covering new techniques and developments in merchandising, control, personnel, store management, traffic, credit, sales promotion and display. Contact: Robert J. Mayer, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER

OPENING OF SPRING COLLECTIONS IN LONDON, FLORENCE, PARIS

Thursday Jan. 19-	OPENING OF COUTURE COLLECTIONS IN LONDON	INCORPORATED SOCIETY OF LONDON, LONDON FASHION DESIGNERS ENGLAND	
Jan. 21	Contact: Mrs. Rosemary Borland, 233 High Holborn, London, W.C.1.		
Monday Jan. 23- Jan. 27	OPENING OF FLORENCE COUTURE COLLECTIONS Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 30	OPENING OF PARIS COUTURE COLLECTIONS Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday Nov. 14 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., Nov. 14: Offenbach's LES CONTES D'HOFFMANN. Thurs., Nov. 17: Verdi's RIGOLETTO. Fri., Nov. 18: Wagner's LOHENGRIN. Sat., Mat., Nov. 19: Verdi's AIDA. Sat., Eve., Nov. 19: Bizet's CARMEN. Publicity: Francis Robinson, PE. 6-1200.

Tuesday Nov. 15 SECOND WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET  
Tues., Nov. 15: FOUR TEMPERAMENTS, SOUVENIRS, ROMA, FANFARE. Wed., Nov. 16: SWAN LAKE, THE CAGE, PICNIC AT TINTAGEL, FANFARE. Thurs., Nov. 17: THE DUEL, ORPHEUS, SOUVENIRS, SYMPHONY IN C. Fri., Nov. 18: AGE OF ANXIETY, SERENADE, AFTERNOON OF A FAUN, WESTERN SYMPHONY. Sat., Mat., Nov. 19: SERENADE, INTERPLAY, FIREBIRD, PIED PIPER. Sat., Eve., Nov. 19: INTERPLAY, ORPHEUS, PAS DE TROIS (GLINKA), LA VALSE. Sun., Mat., Nov. 20: SWAN LAKE, SOUVENIRS, PAS DE TROIS (GLINKA), CAKEWALK. Sun., Eve., Nov. 20: ROMA, THE CAGE, AFTERNOON OF A FAUN, WESTERN SYMPHONY. Publ.: Phillip Bloom, CH. 4-5185.

Tuesday Nov. 15- OPENING: "THE COMEDIE FRANCAISE" BROADWAY THEATRE, 53RD ST. & BROADWAY  
Nov. 20: Marivaux "Le Jeu de L'amour et du Hasard" and de Musset "Un Caprice". Prices: \$1.80-\$6.00. Publ.: Martin Feinstein, PL. 9-6000.

Wednesday Nov. 16 OPENING: "DRAGON'S MOUTH" CHERRY LANE THEATRE, 38 COMMERCE STREET  
Proscenium Productions will present a new play by Jacquette Hawkes and J.B. Priestley with Lauren Gilbert, Theodore Marcuse, Ruth Matteson, Nancy Sheridan. Director: Warren Enters. Scenery: Robert Merriman. Costumes: Don Crawford. Publicity: David Lipsky, CH. 4-5185.

Thursday Nov. 17 OPENING: "THE LARK" LONGACRE THEATRE, 220 WEST 48TH STREET  
Julie Harris and Boris Karloff will star in a play about Joan of Arc by Jean Anouith, adapted by Lillian Hellman, produced by Kermit Bloomgarden. Featuring: Joseph Wiseman, Theodore Bickel, Christopher Plummer. Director: Joseph Anthony. Lighting and setting: Jo Mielziner. Costumes: Alvin Colt. Music by Leonard Bernstein. Publicity: Richard Maney, CI. 7-4646.

Tuesday Nov. 22- OPENING: "KATHERINE DUNHAM AND HER COMPANY" BROADWAY THEATRE, B'WAY & 53RD ST.  
Dec. 17 S. Hurok will present Katherine Dunham and her company from Nov. 22 through Dec. 17. Costumes and scenery: John Pratt. Publicity: Martin Feinstein at S. Hurok, PL. 9-6000.

Thursday Nov. 24 OPENING: "JANUS" PLYMOUTH THEATRE, 234 WEST 45TH STREET  
Margaret Sullavan, Robert Preston, Claude Dauphin will star in a romantic comedy by Carolyn Green, presented by Alfred de Liagre, Jr. Featuring: Robert Emhardt, Mary Finney. Director: Reginald Denham. Setting: Donald Oenslager. Publicity: Ben Washer, MU. 4-8088.

Wednesday Nov. 30 OPENING: "PIPE DREAM" SHUBERT THEATRE, 225 WEST 44TH STREET  
Helen Traubel, William Johnson, Judy Tyler will star in Rodgers and Hammerstein's new musical adapted from a novel by John Steinbeck. Director: Harold Clurman. Scenery and lighting: Jo Mielziner. Costumes: Alvin Colt. Choreography: Boris Runanin. Publicity: Michael Mok, MU. 7-5927.